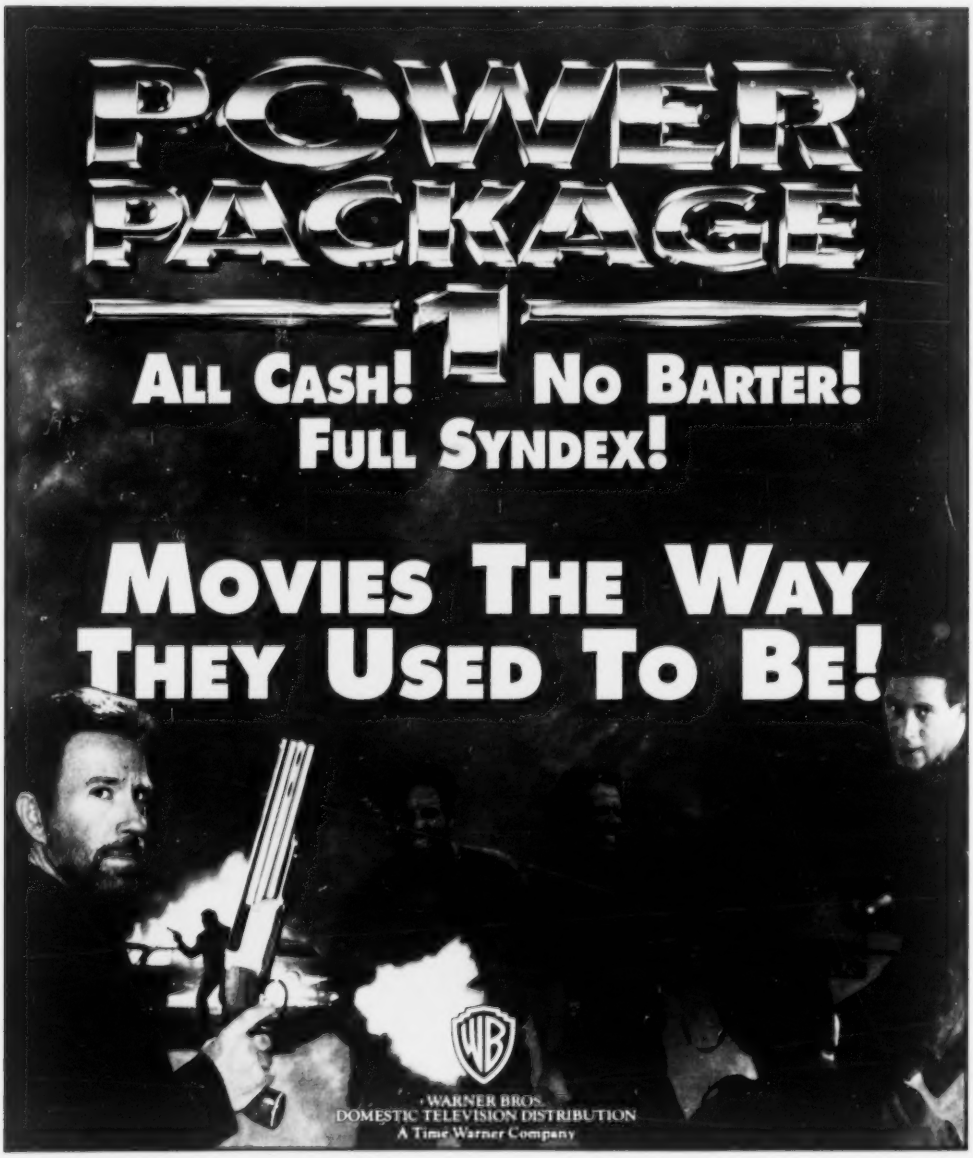
MAY 25

Broadcasting

61st YEAR | FIRST IN TELEVISION CABLE RADIO SATELLITE | 1992 ☐ $2.95

❑ SHAKEUP AT TWENTIETH TELEVISION / 4
❑ NBC, CBS WEIGH IN WITH FALL FIREPOWER / 6
❑ KCRA-TV ASKS FOR EXTENSION OF PTAR WAIVER / 27



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MAY SWEEPS
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tives, when asked what they thought about all the attention, avoided the content issue but said they welcomed the publicity.

"All I'll say is it's great that a show like this is on the national agenda," said Jeff Sagansky, president, CBS Entertainment.

Quayle's attack on *Murphy Brown* set in motion a national debate on single motherhood that eventually made its way to the President. White House Press Secretary Marlin Fitzwater on Wednesday initially backed up Quayle's criticism of the show, although he later softened the endorsement by saying that *Murphy Brown* exhibited positive "pro-life values." By the time reporters were able to question President Bush on the topic, the chief executive said he was concerned by the number of broken families in the U.S., but he would not "get into the details of a very popular television show." The *Murphy Brown* episode in question, the season finale, attracted 38 million viewers. ■

KATLEMAN EXITS TWENTIETH

Sheslow also rumored out; Bell hired as replacement

By Mike Freeman

In Twentieth Television Chairman Lucie Salhany's third major shakeup within the Fox Inc. television divisions, Harris Katleman resigned as president of network production, making way for Salhany's hiring of KTLA-TV Los Angeles General Manager Steve Bell to fill the post. The upper-office house cleaning, which Salhany started within months of her arrival last fall from Paramount, is also rumored to have claimed Stuart Sheslow, Twentieth's vice president of creative affairs, who is reportedly going to be replaced by Peter Roth, current president of Stephen J. Cannell Productions.

In addition to Katleman, who accepted an exit-friendly independent production deal with Twentieth, Salhany has replaced the other two divisional heads who report to her. Greg Meidel took over domestic syndication from Michael Lambert last Febru-

This Week

NBC'S MAY / 3

NBC won the May ratings race by a tenth of a ratings point, followed closely by CBS. Fox's performance was up 20% over last year.

MORE FALL LINEUPS / 6

CBS's new fall schedule features nine new shows and shuffles four nights; it plans to gear the mostly kids' Friday to adult viewers. NBC introduces eight series in its effort to regain first place.

MCA PULLS 'KELLEY' / 12

Looming production deficits have forced MCA TV to pull *Kitty Kelley* from the syndication market. The talk show joins *Ron Reagan, My Talk Show* and *Hollywood Studio 33* among MCA TV's recent setbacks as a first-run strip supplier.

THE COST OF PAY PER VIEW / 21

NBC affiliates are uneasy about the investment they've made in promoting the Olympic Triplecast. Participants in the per-inquiry plan have seen little return so far, and some wonder about the long-term cost of encouraging their viewers to turn to the competition.

'Hearts Afire,' one of CBS's new entries in its just-announced fall lineup (p. 6)

HDTV CELL SELL / 23

The Advisory Committee on Advanced Television Service is floating the idea of cellular coverage for high-definition television. An ACATS subcommittee is approaching manufacturers and broadcasters with the plan, which, if workable, would allow faster, more affordable HDTV implementation.

PAXSON'S RADIO MOVES / 25

Lowell (Bud) Paxson, the "mystery man" known best for his role in creating the Home Shopping Network, is moving aggressively into Florida radio with a plan to buy two FM's and two AM's in each of the state's major markets. Paxson credits the new ownership limits with making a profitable excursion possible.

GRAVEYARD SHIFT / 27

In spite of a 20% drop in ratings for its network prime time lineup, NBC affiliate KCRA-TV Sacramento has asked the FCC to permit it to extend its prime time schedule shift—from 8-11 p.m. to 7-10 p.m.—for another year. The station says it needs more time to review the results.

A BUSINESS VIEW / 30

Money manager Mario Gabelli says broadcasting is still a good business—but it used to be a great one. A second source of revenue, he says, is essential.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week ϟ May 11-17

	ABC	CBS	NBC	FOX
MONDAY	11.4/18	17.0/28	12.8/21	NO PROGRAMING
8:00	45. FBI: Untold Str. 9.7/17	18. Evening Shade 13.4/24	25. Fresh Prince 12.5/22	
8:30	40. Amer Detective 10.1/17	9. Major Dad 16.4/27		
9:00	27. ABC Monday Night Movie—Criminal Behavior 12.1/19	3. Murphy Brown 20.9/32	21. NBC Monday Night Movie—Kindergarten Cop 12.9/21	
9:30		12. Designg Wmn 16.1/25		
10:00		5. Northern Exposure 17.5/29		
10:30				
TUESDAY	16.8/28	12.4/20	8.9/15	NO PROGRAMING
8:00	16. Full House 14.2/26	36. Rescue: 911 10.7/18	41. In the Heat of the Night 10.0/17	
8:30	5. Home Improvmt 17.5/29			
9:00	2. Roseanne 21.6/33	19. CBS Tuesday Movie—With Murder in Mind 13.3/21	50. Law and Order 8.9/14	
9:30	4. Coach 18.8/29			
10:00	16. Best of Barbara Walters 14.2/24		59. Dateline NBC 7.9/13	
10:30				
WEDNESDAY	12.1/20	10.1/17	13.6/23	NO PROGRAMING
8:00	35. Wonder Years 10.9/20	66. Royal Family 6.7/12	14. Unsolved Mysteries 14.7/26	
8:30	37. Doogie Howser 10.6/18	62. Davis Rules 7.2/12		
9:00	23. American Bandstand's 40th Anniversary 12.7/21	29. 48 Hours 11.7/19	8. Night Court 16.5/26	
9:30				
10:00			46. Quantum Leap 9.6/16	
10:30				
THURSDAY	10.8/18	6.9/11	17.9/30	9.9/16
8:00	43. Columbo 9.8/16	63. Top Cops 7.0/13	10. A Diffrnt World 16.2/28	39. Simpsons 10.2/18
8:30				43. Beverly Hills 90210 9.8/15
9:00		65. CBS Thursday Movie—The Untouchables 6.9/11	1. Cheers 22.4/34	
9:30				
10:00	22. Primetime Live 12.8/22		13. L.A. Law 15.1/26	
10:30				
FRIDAY	10.6/21	10.4/20	7.7/15	5.7/11
8:00	32. Family Matters 11.5/24	56. Titanic: Treasure of the Deep 8.4/17	69. I Witness Video 6.4/13	69. America's Most Wanted 6.4/13
8:30	54. Rosey & Buddy 8.7/17			72. Sightings 5.6/11
9:00	50. Dinosaurs 8.9/17	33. Ancient Secrets of the Bible 11.4/21	56. I'll Fly Away 8.4/16	75. Trial & Error 4.5/8
9:30	46. Baby Talk 9.6/18			
10:00	25. 20/20 12.5/24			
10:30				
SATURDAY	8.0/16	9.5/19	9.1/18	6.9/14
8:00	61. ABC Saturday Night Movie—Mario and the Mob 7.5/15	46. CBS Saturday Movie—The Color Purple 9.6/19	58. Golden Girls 8.1/18	63. Cops 7.0/15
8:30			50. Golden Girls 8.9/18	59. Cops 2 7.9/16
9:00			37. Empty Nest 10.6/20	67. Code 3 6.5/13
9:30			49. Bob Hope Special 9.0/17	71. World's Big Lies 6.2/11
10:00	50. The Commish 8.9/17			
10:30				
SUNDAY	10.6/18	14.3/24	13.7/24	6.9/12
7:00	72. ABC's World of Discovery 5.6/11	10. 60 Minutes 16.2/31	41. Unsolved Mysteries 10.0/18	75. True Colors 4.5/9
7:30				74. Parker Lewis 5.1/10
8:00	30. Am Fun Hme Vid 11.6/20	14. Murder, She Wrote 14.7/25		34. In Living Color 11.1/19
8:30	28. Am Fun People 11.8/20			55. Roc 8.5/14
9:00	24. ABC Sunday Night Movie—Look Who's Talking 12.6/20	20. CBS Sunday Movie—Intruders, Pt. 1 13.2/21	7. NBC Sunday Night Movie—Cruel Doubt, Pt. 1 16.8/27	30. Married w/Childn 11.6/18
9:30				67. Jon Lovitz Show 6.5/10
10:00				75. Std by Your Man 4.5/7
10:30				78. Get a Life 3.3/6
WEEK'S AVGS	11.4/20	11.6/20	12.1/21	7.3/13
SSN. TO DATE	12.0/20	13.4/22	12.2/20	7.9/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$713,000** □ **5**

FM's □ **$2,375,000** □ **4**

AM-FM's □ **$3,800,000** □ **2**

TV's □ **$13,526,000** □ **2**

Total □ **$20,414,000** □ **13**

1992 to Date:

AM's □ **$34,492,538** □ **74**

FM's □ **$55,777,138** □ **91**

AM-FM's □ **$83,041,205** □ **55**

TV's □ **$275,116,620** □ **22**

Total □ **$448,427,501** □ **242**

For 1991 total see Jan. 27, 1992 BROADCASTING.

KCAN(TV) Albion, Neb.; WMGC-TV Binghamton, N.Y.; and WVNY(TV) Burlington, Vt. WOI-TV is ABC affiliate on ch. 5 with 100 kw visual, 20 kw aural and antenna 1,850 feet above average terrain. *Broker: Ted Hepburn Co.*

WKSJ-AM-FM Mobile, Ala., WRKA-(FM) Louisville, Ky., and WCAW(AM)-WVAF(FM) Charleston, W.Va. □ Sold by Capitol Broadcasting to WESHAM Broadcasting Co. for $8.125 million. **Seller** is headed by Kenneth S. Johnson, who will be WESHAM Broadcasting's president and CEO. **Buyer** is general partner of new limited partnership between Franklin Holding Corp., headed by Stephen L. Brown, and the WESHAM Corp., headed by William E. Simon and Morton I. Hamburg, communications lawyer and former president of group owner JAG Communications. WKSJ(AM) has country format on 1270 khz with 5 kw day. WKSJ-FM has contemporary country format on 94.9 mhz with 100 kw and antenna 410 feet above average terrain. WRKA has AC format on 103.1 mhz with 3 kw and antenna 135 feet above average terrain. WCAW has country, sports format on 680 khz with 50 kw day. WVAF has AC format on 99.9 mhz with 50 kw and antenna 490 feet above average terrain. *Broker: Blackburn & Co.*

WCNN(AM)-WALR(FM) Atlanta □ Sold by Ring Radio Co. to Midwestern Broadcasting for $6 million. **Seller** is headed by Kim King and Charles Smithgall. **Buyer** is headed by Lewis W. Dickey, and also owns WWWM-AM-FM Toledo, Ohio. *Broker: Stan Raymond & Associates Inc. and Burt Sherwood Inc.*

KNJO(FM) Thousand Oaks, Calif. □ Sold by Comedy Broadcasting Co. to Flagship Communications Co. Inc. for $1.1 million, including $600,000 in assumption of debt. **Seller** is headed by Ira Barmak, and has no other broadcast interests. **Buyer** is headed by Darry A. Sragow, and has no other broadcast interests. KNFO has AC format on 92.7 mhz with 560 w and antenna 630 feet. *Broker: Amercian Radio Brokers.*

KRIT(FM) Clarion, Iowa □ Sold by Linder Broadcasting of Fort Dodge Inc. to Radio Iowa Broadcasting Inc. for $785,000 in cash and notes. **Seller** is headed by Donald Linder. Linder has interests in licensees of KTOE(AM)-KDOG(FM) Mankato, KMHL(AM)-KKCK(FM) Marshall, and is permittee of KQXA(FM) Le Suer, all Minnesota, and KKSI(FM) Eddyville, Iowa. **Buyer** is headed by James D. Ingstad, who owns licensees of KNUJ(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna and KWAD(AM)-KKWS(FM) Wadena, all Minnesota; KWBG-AM-FM Boone, Iowa, and KOVC-AM-FM Valley City, N.D. He is also permittee of KLPR(FM) Springfield and is applicant for new FM at Sleepy Eye, both Minnesota. KRIT has AC format on 96.9 mhz with 100 kw and antenna 578 feet. *Broker: Johnson Communications Properties.*

WAGR(AM)-WJSK(FM) Lumberton, N.C. □ Sold by Southeastern Broadcasting Corp. to Messa Inc. for $400,000. Terms: $230,000 cash at closing, $50,000 10-year note at 9% and $120,000 five-year noncompete covenant payable over 10 years. **Seller** is headed by Albert Kahn, and has no other broadcast interests. **Buyer** is headed by R.L. Harrell, and has no other broadcast interests. WAGR is fulltimer with country format on 1340 khz with 1 kw. WJSK has oldies format on 102.3 mhz with 3 kw and antenna 270 feet.

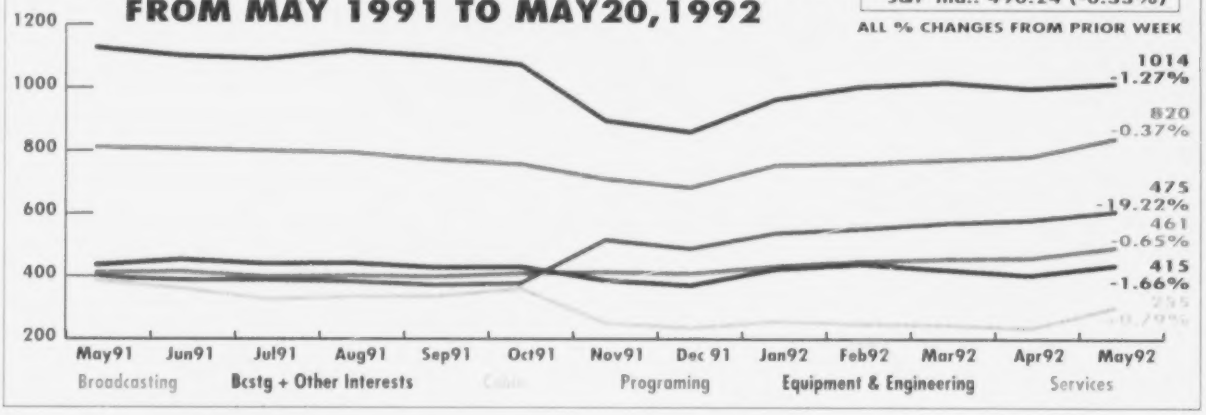
McAULIFF SUCCEEDS ROSENFIELD AS BLAIR CEO

John Blair & Co. announced last week that Tim McAuliff (left) will become chief executive officer replacing Jim Rosenfield (right), who will remain chairman. McAuliff has been president of Blair Television since May 1987, one month after the company was bought in a leveraged buyout. A high debt level and weakness in national advertising forced the financial restructuring of the company in late 1989. Some have speculated that pressure from creditors may have played a role in the leadership change. A principal of Saratoga Partner LP, one of the major investors in the Blair LBO, declined to comment on the rumors, which were denied by Blair executives. Shortly after the buyout, the rep firm's station list hit a low of 122 but has since rebounded to about 140, picking up key clients such as WUSA-TV Washington, and a couple of the Post-Newsweek stations. Blair had estimated billings last year of close to $800 million, placing it third among reps behind Katz and Telerep. Rosenfield said he "will be able to devote more time to long-term strategy." —

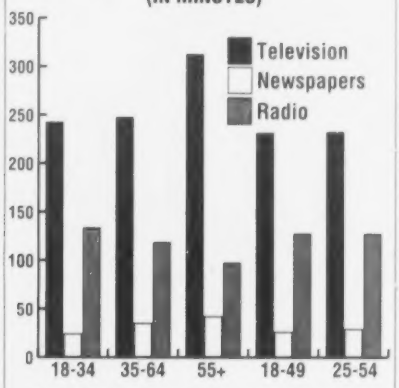
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM MAY 1991 TO MAY20,1992

NASDAQ: 580.29 (-0.36%)
S&P Ind.: 490.24 (-0.33%)
ALL % CHANGES FROM PRIOR WEEK

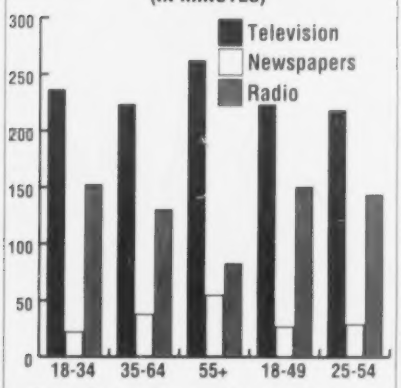


TIME SPENT BY WOMEN DAILY WITH MAJOR MEDIA
(IN MINUTES)



Source: Television Bureau of Advertising from Bruskin Associates data

TIME SPENT BY MEN DAILY WITH MAJOR MEDIA
(IN MINUTES)



Source: Television Bureau of Advertising from Bruskin Associates data

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,652	1,001	5,653
Educational FM	1,530	314	1,844
Total Radio	**11,164**	**1,548**	**12,712**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	169	749
Educational VHF TV	123	5	128
Educational UHF TV	236	9	245
Total TV	**1,497**	**196**	**1,693**
VHF LPTV	452	148	600
UHF LPTV	785	849	1,634
Total LPTV	**1,237**	**997**	**2,234**
FM translators	1,894	362	2,256
VHF translators	2,503	76	2,579
UHF translators	2,350	400	2,750

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

In Brief

FCC hit a new high with its indecency fines last week, levying a tentative **$25,000 penalty on KGB-FM San Diego** for a series of morning-drive broadcasts in early 1990. FCC said the record fine was justified, given the station's broadcast of a song ("Candy Wrapper") that had previously been found to be indecent and its repeated broadcast of another ("Sit on My Face") the station itself acknowledged to be offensive. A decision on whether to challenge the fine has not been made, said station GM Tom Baker, but offending broadcasts were "isolated incidents totally at odds with what station and company stand for."

Taking a new tack in defending against pending FCC indecency charges, **WLUP(AM) Chicago sent the agency an 18-minute video collection and transcripts of recent television programing** dealing with explicit sexual themes. It was to make the point that the allegedly indecent programing on WLUP—brief segments of the *Steve and Gary Show* and the *Kevin Matthews Show* that deal with penis size—are consistent with "programing commonly found on radio and television programs throughout the Chicago area." "This is not a taboo topic on today's airwaves," Evergreen argues.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 10. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	13.0/227/99
2. Jeopardy!	11.4/218/98
3. Oprah Winfrey Show	10.9/231/99
4. Star Trek	10.8/246/98
5. Entertainment Tonight	7.9/191/96
6. Married...With Children	7.8/175/93
7. A Current Affair	7.4/177/84
8. Wheel Of Fortune-wknd	6.9/182/82
9. Cosby Show	6.6/202/87
10. Inside Edition	6.4/136/89
11. Donahue	6.2/231/99
12. Hard Copy	5.5/176/92
13. Sally Jessy Raphael	5.3/211/96
14. WKRP In Cincinnati	4.8/239/99
15. Geraldo	4.7/171/87

NEVADA TV'S FILE SUIT OVER GAMBLING AD BAN

Two Nevada NBC affiliates have filed suit against the federal government and the FCC, charging that their ban against gambling advertising is unconstitutional.

Sunbelt Broadcasting Co.'s KVBC(TV) Las Vegas and KRNV(TV) Reno filed on May 14 in federal district court in Nevada. The suit is a reaction to an "aggregation of events," namely a series of exceptions to the ban (such as state lottery commercials and advertisements of contests using 900 telephone numbers) that have been passed over the years, according to Janet Rogers, Sunbelt corporate counsel and part owner. The FCC would not comment on the suit; it and the government have 60 days to respond.

The suit comes at a time when TV stations are struggling to find new sources of ad revenue. While broadcasters are allowed to air ads for casinos, hotels and restaurants, no mention or pictures of any gambling activities are allowed. Airing such spots is a federal crime, punishable by a $1,000 fine and a one-year prison term, according to Rogers.

The idea of bringing the suit was discussed at the Nevada Broadcasters Association convention, but no other stations have joined in the action. Rogers says Sunbelt decided it would be easier to go it alone, but she did not rule out the possibility of other stations joining later. -SBM

TV station revenue increased 3.6% in April, according to the monthly "flash" time sales survey released by the Television Bureau of Advertising. Affiliate revenue improved 3.5%, while independent sales increased 3.9%. Local revenue increased 6.7% and national spot sales declined 0.1%. Comparisons may have been helped some because Easter fell in April this year—in 1991 the holiday fell in March.

This Thursday, May 28, **Zenith Electronics Corp. will demonstrate a 75-mile, over-the-air transmission of its Digital Spectrum Compatible HDTV system** for an invited audience in Glenview, Ill. The broadcast will originate at noncommercial WMVT(TV) Milwaukee. To date, the longest broadcast transmission of digital HDTV was General Instrument's 10-mile demonstration in Washington two months ago (BROADCASTING, March 30).

King World Productions has sent word out to Allen Funt Productions that it **will not pick up its option to syndicate *Candid Camera*** for a second season in 1992-93, according to Peter Funt, son of the show's creator and consultant, Allen Funt (see "Closed Circuit," page 10). Industry observers expected the series would not return due to nagging rating problems.

Another major rookie first-run strip, ***Now It Can Be Told,* from Tribune Entertainment Co., will discontinue stripping at the end of this season.** The Chicago-based syndicator, instead, has slated host Geraldo Rivera to host a pair of prime time investigative specials titled *Geraldo—Now*.

Tribune Broadcasting's **WGN-TV Chicago is looking to take *The Tonight Show* head-on by moving *The Dennis Miller Show* from its**